Gilroy Campus Master Planning Taskforce Meeting Notes
November 20, 2020 – 11:00 am to 12:30 pm
Zoom Conference Call

Present: Dr. Kathleen Rose, Superintendent/President
Michael Renzi, Vice President, Administrative Services
Denee Pescarmona, Vice President, Academic Affairs and Student Services
John Lawton-Haehl, Faculty
Doug Achterman, Faculty
Marla Dresch, Faculty
Shawn Mulcare, Media Services
Carina Cisneros, Interim Dean - Student Success and Equity, Special Programs
Debbie Santos, Faculty
Jeff Gopp, Director of Facilities Services

Absent: Candice Whitney, Director, Admissions and Records
Brent Boyd, Facilities & Maintenance
Randy Brown, Interim Dean of Student Learning and Student Success, Foundational Skills and
Academic Support

Also Present: Rob Barthelman, Steinberg Hart
Benedetta Del Vecchio, Steinberg Hart
David Ewell. Steinberg Hart
Matt Kennedy, AKG
Carol Anderson, AKG
Julie Vogel, clearstory
Alan Kriegel, clearstory

1. In reviewing the membership, it was noted that both student representatives are no longer attending Gavilan. Doug will contact ASGC for new student representatives.

2. Julie Vogel and Alan Kriegel of clearstory will be developing the wayfinding standards for the District. There is a five-step process for developing the standards:
    a. Discover: Listen, Research, Explore
    b. Define: Opportunities, Challenges, Strategy
    c. Design: Ideate, Conceptualize, Iterate
    d. Document: Mock-up & Test, Coordinate, Detail
    e. Deliver: Facilitate, Quality Control, Observe

3. There are three elements of effective wayfinding:
    a. Built Environment: Signage, Landmarks, Architecture, Urban Plan
    b. Technological Touchpoints: Websites, Search Engines, Online Maps/GPS, Digital Signage
    c. Personal Interaction: Students, Staff and Faculty, Security/Police, Word of Mouth

    The most effective wayfinding is the intersection of the three elements listed above.

4. The following discovery questions were asked of the taskforce:
    a. What are the main routes to campus? Highways 101 and 152 are the main routes to campus.
    b. Does existing signage support them? The signs on highway 101 are hard to see.
    c. Do services such as Apple and Google support them?
    d. Is there a main entry into Campus or are they both used evenly? Both entrances are equally used. Since Covid-19, the south entrance is the main entrance, however, the new Library and Student Resource Center will establish a presence on the north end of campus and the north entrance will become the main entrance.
    e. Is there a need for electronic readerboards at one or both entrances? If readerboards are used, the south entrance should have an athletic readerboard and the north entrance should have one for the theater. Dr. Rose noted that she not a fan of big, vibrant signs.
    f. What is the parking system on campus? The campus has directional parking issues but does have signage for one-way. There is designated parking in most lots for staff, 30-minute parking and 15-minute parking. There is no official drop-off location for GECA which affects parking lot A at 8:30 am and at 2:30 pm. This is a big issue for the campus.
    g. What is the heart of the campus? The heart of the campus will be shifting to the new Library and Student Resource Center building. Currently, Student Services, the theater, the athletic fields, and the cafeteria serve as common gathering areas.
    h. Which destinations are hardest to find? Administration office, Bookstore, Math labs, GECA, Chapel, Mayock House. The new stem building will need to be included as a future need.
    i. What are the defining characteristics of the Campus? Sycamore Lane is the main wayfinding route on the campus, but many students are not aware that it is called Sycamore Lane.

5. Next meeting topic: Wayfinding

6. Next meeting is December 15, 2020, 10:00 am – 11:30 am